GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3654
ANSWERED ON:08.08.2016
Opening of Yoga Centres
Chudasama Shri Rajeshbhai Naranbhai

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has chalked out a roadmap to promote yoga tourism and to use yoga as a product in a bid to attract more travellers to the country and if so, the details thereof;
(b) whether the Government proposes to open yoga centres across the country to promote yoga tourism;
(c) if so, the names of the places identified for the purpose; and
(d) the other steps being taken to promote yoga to boost tourism and to attract more tourism?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (c): Promotion of tourism including Spiritual Tourism such as Yoga, Meditation, Pilgrimage etc. and development of its infrastructure is undertaken primarily by the State Governments/Union Territory Administrations (UTs). The Ministry of Tourism (MOT) under its various schemes including Swadesh Darshan Scheme extends Central Financial Assistance (CFA) to them for development of tourism infrastructure including Spiritual tourism subject to adherence to the existing scheme guidelines, availability of funds and submission of Utilization Certificates for funds released earlier.

(d): The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets that include various tourism destinations, wellness & medical tourism and other tourism products of the country. The steps taken by the MoT to promote yoga and spiritual tourism include promotion in overseas markets through its overseas offices and through the events associated with International Yoga Day; road shows; participation in travel marts; production of brochures; films and other publicity material.
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